



(L-R: Kevin Henley, Kat Steinbrecher, Paul Beachnau, Christy Walcott)

Tourism Bureau Seeks Nominations for Trailblazer Award

The word “trailblazer” has a few different meanings, but the definition I like best is “a person who blazes a trail for others through unsettled country or wilderness, pathfinder.”

The greatest tourism asset we have in the Gaylord area is the people that take care of our guests or work behind the scenes to add to our already robust tourism product. Over the years, our community has been blessed with individuals and groups who have worked tirelessly to enhance tourism in our area. While the end result is appreciated by both residents and visitors alike, often the “trailblazer” leading the initiative is unrecognized for their efforts.

It is for this reason that the Tourism Bureau Board of Directors created the “Trailblazer Award,” designed to commend an individual or group who has contributed substantially to the growth, improvement, or engagement of the tourism industry in the Gaylord area. It is an honor to recognize those who strive to “clear the pathway” for others – whether it be quite literally creating a new trail or outdoor experience or coming up with innovative ways to improve a specific aspect of tourism in our area.

While the Trailblazer Award reflects a contribution to the tourism industry, there’s no denying each nominee and recipient is also creating a better community for us all. As our list of trailblazers continues to grow, we’d like to give special mention to those who have already been recognized for their many

contributions: Kat Steinbrecher – Mary’s Stein Haus, Abi’s Bistro, Porter Haus & Kane’s Lobster Pot; Mark Copeland – Jays Sporting Goods; Scott & Janice Lampert – Sojourn Lakeside Resort, Sugar Bowl historic building & Fairfield Inn; Justin Hacker – Gaylord Disc Golf Course; Gary Kosch – Alpine Tavern & Otsego Grand Event Center; Jerry Beattie – Sled Shed & Gaylord Area Snowmobile Trails Council.

The Gaylord Area Convention & Tourism Bureau is currently accepting nominations for our next Trailblazer Award, which will be given out at our State of the Tourism Industry Luncheon on May 22nd. Full criteria and the form are available at: <https://www.gaylordmichigan.net/trailblazer-award/>. Nominations will be accepted through April 6th.

Invitations will be sent out shortly for the State of the Tourism Industry Luncheon, but for more information, please contact Christy Walcott at 989-732-4000 or christy@gaylordmichigan.net.